

# Office Colors: The Importance of Color In Office Design



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tell you brand story in one second.*

The psychology of color brings another level of emotion to any design. Color affects the sympathetic nervous system, bringing forth (subconsciously) feelings and emotions in every individual. It's deeper than just your brand colors and the imaging being displayed in your office. So it is no small wonder that companies and manufacturers are spending huge amounts of money to find the right colors for their products and how they are marketed. Branding and advertising designers have known and applied this theory from the start. It's called brand immersion.

The right office color, correctly chosen and strategically placed, can invite, uplift and energize the environment. Which, in turn, can help increase productivity, boost sales, and make your office a destination. Color tells your brand story in one second. But what else can it do for your design strategy as a business?

A great deal of research has been conducted on the effects of particular office environment colors on routine office jobs like typing, proofreading, answering the phone, filing etc. Experiments have also been conducted to discover the impacts of color on well-being, productivity, performance and satisfaction. The objective being to discover the best office color schemes that can enhance staff wellbeing and performance, especially inside confined spaces. Each study has shown a correlation between the mood of the workers and the chosen office colors.

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Here are a few tips from expert designers and color psychologists on how to choose the right office colors:

## **Appropriateness To The Profession**

Depending on the type of profession, neutral colors schemes may be a given. But personality should still have a voice within your brand and your office design. To project energy into the design, choose warm and vibrant colors like yellow, orange or red, as long as they are non-overwhelming.

*The serious minded professions of banking and engineering lend themselves to muted browns, tans and grays which help impact the mind .*



Feng shui color experts generally recommend light shades of yellow for offices since these are good for creativity and knowledge related work. For more sedate calming work, experts recommend muted shades like blue-green.

For more serious minded professions like banking and engineering, the use of muted browns, tans and grays help impact the mind and also help with concentration.

Cooler colors like blue and green are ideal for stressful jobs like lawyers and accountants, as these colors help stimulate relaxation and calm.

For offices used by highly creative professions like designers, writers and artists, vibrant shades like yellow, orange and red and inspire and stimulate the synergy needed to create.

## **Consider the Availability of Space**

For smaller office spaces, use lighter office colors like pastels, white and beige, especially for the ceilings, as this can help create

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an illusion of more space. Conversely, darker colors are ideal for very large open office spaces to make them appear more cozy.

Pay attention to color saturation. Color psychologists like Angela Wright also stress upon the saturation of the color rather than just the color itself. What this means is that the intensity of the color is the factor that mainly affects worker performance and behavior rather than the hue itself. Strong and bright color will stimulate, whereas a lighter color with lower saturation will soothe.

## How Color Affects The Way We Work

Let's look at some great office color ideas as suggested by Angela Wright and how they impact the way we work:

- **Blue Stimulates the Mind:** Angela Wright suggests using blue for offices occupied by accountants or other professionals who need to do a great deal of mental work. Angela also recommends using blue with splashes of its complimentary color orange, to help balance the mind work and add a bit of emotion in the décor.

*Pay attention to color saturation.*

*Color psychologists like Angela Wright also stress upon the saturation of the color rather than just the color itself.*



- **Yellow Stimulates the Emotions:** This optimistic color makes for an ideal office color as it stimulates ego as well as the spirit. It is ideal for designers and other areas where a high level of creativity is needed.
- **Green is for Balance:** Use green in an office color scheme where money is going to change hands frequently. Green brings balance, calm and reassurance.

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- **Red Impacts the Body:** Red helps show physical strength and stimulus. It is ideal for gyms, offices where contractors and builders work/meet clients and other spaces where one would want a social or talkative atmosphere. It stimulates conversation and ideology. It's used in marketing as a call to action.

*There are no wrong office paint colors.*

*It is how you use them. Colors do not exist in isolation. They work best when surrounded by other colors.*



## **Other important points to remember when choosing your office paint colors:**

- There are no wrong office paint colors. It is how you use them.
- Decide which part you want the colors to impact: Mind/body/balance/emotions.
- Pick a specific hue and then decide how highly or lowly-saturated you want it to be.
- Colors do not exist in isolation. They work best when surrounded by other colors.

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